



Supplier-Buyer EXCHANGE

AN ONLINE NEWSLETTER FOR PEOPLE INTERESTED IN VIRGINIA'S GOVERNMENT PURCHASING

Governor Honors SWaM Winners at Mansion Reception

When Governor Kaine was unable to personally present his 2007 Governor's SWaM Awards at the October 29th Procurement Forum in Hampton, winners chalked it off to the busy schedule of Virginia's Chief Executive. Imagine their surprise at receiving an invitation to a reception at the Governor's Mansion to be honored again!

Demonstrating his deep commitment to the SWaM Program, Governor Kaine invited the SWaM Award Winners, their agency and institution leadership, and a host of top officials to an evening reception at the Executive Mansion on February 13th. Over 100 invited guests shared drinks and hors d'oeuvres with the winners, conspicuous by their "Governor's SWaM Award Winner" blue ribbons affixed to their name tags.

The highlight of the evening was Governor Kaine's heartfelt remarks about the importance of the SWaM Program and the continuing implementation of Executive Order 33. The Governor told the assembled guests not only to remember that supplier diversity was important



as a matter of fairness and good business practice, but that it was also important in sending a message about the Commonwealth to all its citizens. He then deftly recognized each individual and group winner with both respect and occasional good-natured banter.

As the reception came to a close, many friendly wagers among agencies, universities, and institutions were placed on winners of the upcoming 2008 Governor's SWaM Awards. Virginia's SWaM businesses can only benefit from state purchasing officials trying to be "the best of the best" in utilizing small, women, and minority vendors.

Upcoming Webinar

Finding Your Target Market in the State

Join this **free**, 60-minute tele-seminar on identifying the target market for your business within Virginia government. You will need access to a telephone line and PC for this session.

March 14th, 2008

12 p.m. - 1 p.m.

Register online by visiting the Events page at: www.vdba.virginia.gov

INSIDE THIS ISSUE:

A Load Off Conceirge Success Story
page 2

Marketing Yields Big Dividends
page 2

eVA News
page 3

Sheltered Workshops Are Viable Option
page 3

"Selling to the Commonwealth" Delivers
page 5

Upcoming Supplier-Buyer Events
page 5

Success Story

PERCILLA ZENO

A LOAD OFF CONCEIRGE, HAMPTON RHODS, VIRGINIA

FIRST CONTRACT OPENS THE DOOR TO "A LOAD" OF POSSIBILITIES

In business since February 2007, Percilla Zeno, owner of A Load Off Concierge, is quickly joining the pack of a young, unique industry: personal concierge service.

Often confused with hotel-related services and traditional personal assistants, Zeno clarifies the description of services that A Load Off Concierge provides: "We are a personal assistance/errands company, but our managers are not simply personal assistants," she says.

She explains that they are more accurately referred to as lifestyle managers, or lifestyle coordinators, because they are doing more complex jobs than typical personal assistants.

A member of the International Concierge and Errand Association (ICEA), Zeno became both SWaM-certified and eVA registered in March 2007 after attending an event hosted by the Virginia Department of Business Assistance.

She recently won her first state procurement contract with the Virginia Tourism Corporation.

"A state procurement officer sent a request for two specific DVDs on November 2, 2007," she said. On November 6, the job was completed and the procurement officer received their order. Their turn-around time is generally about two days, on average.

"With my company, only our hourly wage was charged, versus somewhere else where the price [could have been] inflated," says Zeno.

Their services range from administrative to manual labor with several pricing options.

A Load Off Concierge offers lifestyle bundle packages, in which a customer purchases time for services in bulk- usually for recurring, ongoing jobs- as well as a la carte pricing.

Examples of jobs recently completed by A Load

"With my company, only our hourly wage was charged, versus somewhere else where the price [could have been] inflated," says Zeno.

continued on page 3

PLANTING MARKETING SEEDS YIELDS BIG DIVIDENDS

On October 1, 2007, Preston Construction Company, a small, woman-owned business in the Commonwealth, was awarded a \$200,000 contract from Virginia State University to resolve a water drainage problem that occurred at Randolph Farm. The 416-acre agricultural learning center, and home to a multitude of agricultural related research, demonstration and instruction activities, is part of VSU's School of Agriculture.



Walter Parker of VSU's purchasing office elaborated that the malfunction, which required the replacement of drain tiles, had been adversely affecting environmental surroundings.

"This company used a certain technique and equipment for replacing drain tiles, and had approval from the Environment Health Coalition," says Parker.

He says that the solicitation was put out onto eVA with a mandatory pre-bid session, and Preston Construction Company was the only woman-owned business out of about seven companies attending.

After careful consideration, they were awarded the contract.

"Preston Construction is very thorough, and they try to go by-the-book in everything they do," Parker says. "I ap-

continued on page 3

"A Load Off"...continued from page 2

Off Concierge include moving one busy client's son back home from college and creating an important business package for another.

The first client had an important event to attend and was not available to move her son back home from Virginia Tech.

To get the job done, she consulted Zeno, who made sure that the client's sons' belongings were packed, his dorm room was cleaned and that pictures were provided to the client as proof of job completion.

"We do things that people don't want to do, don't have time to do, or don't know how to do," says Zeno.

With its central location in Hampton Roads, and satellite offices around the state, Zeno's business is quickly expanding. She also has clients in Washington, D.C. and Maryland.

On her experience in state procurement so far, she says: "It has been a great experience, but of course my business is young and unique, so it's pretty new to me," she says. "I'm still getting my feet wet."

"We do things that people don't want to do, don't have time to do, or don't know how to do," says Zeno.



Customer Care Upgrades Phone System

As of February 6th, callers to eVA Customer Care began using a new phone system allowing more efficient call management and attention to critical vendor issues.

The new system includes a more robust call handling capability and also introduces a "Message Tree" feature for leaving prioritized subject-oriented voice mail.

Please email comments about the new phone system to the eVA Customer Care Manager, Karen Barber at Karen.Barber@dgs.virginia.gov.

eVA Adds New Credit Card Security Measures

If you receive your eVA orders by email then you have probably noticed the credit card number on PCard orders is now masked. This change was required as eVA must comply with credit card security standards implemented by the Credit Card industry. This is intended to provide protection to both the credit card holder and the business receiving orders.

To ensure quick compliance with these credit card controls, the eVA service providers, CGI and Ariba, swiftly implemented the changes to email orders and added credit card viewing controls to your Ariba account.

To learn how to view credit card numbers with the new change, visit <http://eva.virginia.gov/vendors/pages/vendorpcardnotice1.htm> or contact eVA Customer Care at 866-289-7367 or eVACustomerCare@dgs.virginia.gov.

"Planting"...continued from page 2

precise that."

"They follow instructions [specifically]. Their performance in completing this job has most certainly met all expectations."

He continues that it does help for companies to market directly to procurement officers of state agencies that purchase their product or service.

"It helps buyers to know that they're out there, and I do the best I can to offer information that will help them to become competitive," he says. "That's the best way to succeed in state procurement."

For help with identifying market potential within state government for your business, contact VDBA at 1-866-248-8814.

SHELTERED WORKSHOPS OFFER VIABLE OPTION TO BUYERS

State agencies in the Commonwealth of Virginia may purchase goods and services (of Virginia) and nonprofit organizations serving the handicapped without competition if the goods or services meet the following criteria:

- are of acceptable quality;
- can be supplied within the time required;
- are not produced by mandatory sources; and,

continued on page 4

continued from page 3

- can be purchased within ten percent (10%) of fair market value.

Non-profit Sheltered Workshops offer a wide range of goods and services. A link to the Department of Rehabilitative Services' Employment Services Organization (ESO) searchable directory (sheltered workshops) is located at, www.eva.virginia.gov. The link is located under the Buyer tab and contains both for-profit and non-profit workshops. Agencies need to verify the non-profit status before issuing an eVA purchase order.

Contracts may be negotiated with individual nonprofit workshops and nonprofit organizations serving the handicapped for nonprofessional services (Code of Virginia, § 2.2-1118).

When establishing contracts for goods or services that involve the manual packaging of bulk supplies or the manual assemblage of goods where individual items weigh less than 50 pounds, buyers should include the Nonprofit Sheltered Workshop and Nonprofit Organizations special term and condition, found in the APSPM.

If you have any questions relating to the guidelines of utilization of Sheltered Workshops, you may contact your ag

Your Thoughts: "Why eVA is so cool"

From: Mary Kean
Sent: Thursday, January 24, 2008 4:03 PM
To: Farmer, Tammy (VDBA)
Subject: Why eVa is so cool

Tammy,
Thank you for your information today. As I mentioned before:

As Marketing Director for GAA, I search every day for new opportunities to apply and submit our qualifications. The first place on my list of sources is eVa. Our firm has submitted and won many contracts with George Mason University, Virginia Commonwealth College, Virginia Tech, UVA, NVCC---the list goes on and on. EVa is such a great asset to any and all who subscribe. THANK YOU!!

Mare

Mary Kean
Director of Marketing & Business Development
Gauthier, Alvarado & Associates
105 West Broad Street
Fall Church, Virginia

Helpful Resources

VIRGINIA DEPARTMENT OF BUSINESS ASSISTANCE

General Questions - VBIC

1-866-248-8814

vbic@dba.virginia.gov

Procurement Assistance Questions:

Kathy Dolan

804-371-0488

kathryn.dolan@vdba.virginia.gov

Tiffany Taylor-Minor

804-371-0357

tiffany.taylor-minor@vdba.virginia.gov

Tammy Farmer

804-371-8258

tammy.farmer@vdba.virginia.gov

Spend Report/Target Marketing

Assistance:

Serwa Lee

804-371-0465

serwa.lee@vdba.virginia.gov

Department of Minority Business

Enterprise (DMBE) -

SWAM Certification

(Toll free in Virginia only)

1-800-223-0671

Customer Care Specialist

804.786.1718

www.dmbe.virginia.gov

dmbe@dmbe.virginia.gov

eVA

www.eva.virginia.gov

Customer Care:

1-866-289-7367

eVAcustomer@dcgs.virginia.gov

"SELLING TO THE COMMONWEALTH" DELIVERS QUICK RESULTS

At Patrick Henry Community College on November 1, 2007, Sharon Quesinberry, the owner of Creekside Repair, a small, woman-owned mechanical repair shop located in Henry County, Virginia, attended a "Selling to the Commonwealth" workshop hosted by the Virginia Department of Business Assistance (VDBA), the Department of Minority Business Enterprise (DMBE) and the Martinsville-Henry County Small and Minority Business Development Center.

A few days before Thanksgiving, Creekside Repair was awarded a VDOT contract encompassing twelve counties. As a result of winning the contract, the business added nearly \$54,000 to their bottom line within the last six weeks of the year.

Quesinberry says that she is very happy that she attended the event and took advantage of the opportunity to learn valuable information that has played a significant role in the recent success of her business.

"We enjoy working with the various VDOT locations and meeting the nice VDOT staff," she says. "Creekside is ecstatic with the success obtained by the utilization of eVA and the VDOT contract."

She also offers that it is very important that small businesses utilize the eVA system to grow their bottom line.

"Doing so helps to improve employment for communities, with particular concern to the fact that layoffs are rapid nation-wide. Small businesses are the backbone of the country, and as small businesses grow, so will the community and its economic flow."

Quesinberry extends thanks to her mentors: Charlie Bradshaw of Triangle Electric and David Smallwood for their encouragement of the use of eVA.

"Without their personal help, I wouldn't have been able to seize the opportunity with VDOT," she says.

"I'd also like to thank Mike Russell of the Department of Minority Business Enterprise (DMBE) for his extraordinary assistance to me in the SWaM certification process, and to Lisa Fultz of the Martinsville-Henry County Small and Minority Business Development for sponsoring the event."

"In addition, I also appreciate Governor Tim Kaine's support of the eVA and DMBE programs, which enable small businesses to grow and prosper, she continues."

"I highly recommend that other small businesses seek out this golden opportunity."

SUPPLIER-BUYER EXCHANGE is published bi-monthly by the Virginia Department of Business Assistance. If you would like to be added to our email distribution list, email serwa.lee@vdba.virginia.gov. If you have suggestions for future topics, email Tiffany.taylor-minor@vdba.virginia.gov.

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Upcoming Events

Mar 6, Weyer's Cave

Entrepreneur Express
VDBA, SBDC, VCE, Local Partners
& Service Providers

Mar 11, Abingdon

Target Your Market, Increase
Sales Workshop
VDBA, Virginia Highlands Business
Incubator

Mar 13, Smyth County

Entrepreneur Express
VDBA, Local Partners & Service
Providers

Mar 14, Online

Webinar: Finding Your Target
Market in the State

Mar 19, Roanoke County

Vendor Open House
Roanoke County Purchasing
Division

Mar 27, Ashland/Hanover County

Entrepreneur Express
VDBA, VTC, VCE, Local Partners &
Service Providers

Apr 9, South Boston

Entrepreneur Express
VDBA, Local Partners & Service
Providers

Apr 17, Clarke County

Entrepreneur Express
VDBA, Local Partners & Service
Providers

Apr 22, Greene County

Entrepreneur Express
VDBA, Local Partners & Service
Providers